

BIOTERRORISM DIRECT MAIL PIECE EVALUATION

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Rhode Island Department of Health

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INTRODUCTION

The Rhode Island Department of Health (HEALTH) is upgrading public health preparedness for and response to bioterrorism, and other public health threats and emergencies. In September 2002, HEALTH contracted with Policy Studies Inc. (PSI) to conduct formative research exploring the following questions:

- Rhode Island residents' information needs before, during, and after a bioterrorist event;
- What residents want to know about what the state is doing to prepare for a bioterrorist emergency;
- Whom residents trust to deliver information before, during, and after a bioterrorist emergency;
- Preferred vehicles/formats for receiving information about bioterrorism; and
- Public perception of Rhode Island's readiness to respond.

Findings from formative research revealed public information needs about bioterrorism that HEALTH should consider to effectively communicate with Rhode Island residents before and during a bioterrorist emergency. Prior to an emergency, key issues to address include:

- Increasing the public's understanding of a bioterrorist event as the intentional use of an infectious biological agent, or germs, to cause illness.
 - Stress the infectious disease aspect of bioterrorism and make it clear that it is not like other types of terrorism or emergencies.
 - State that bioterrorism could involve a great deal of 'unknown' over a prolonged period of time.
- Tell the public what HEALTH is doing to prepare for bioterrorism.
 - Address the public's questions regarding HEALTH's involvement with doctors, hospitals, and other public health groups to identify, treat, and prevent the spread of a biological disease, should such an event occur.
 - Tell residents that states are planning to vaccinate health care, public safety and public health workers that would be first responders in the event of a smallpox outbreak.
- Tell the public what they can do.
 - The most important thing the public can do is to be prepared to listen to HEALTH in the event of an emergency
 - Residents want more details about the state's plan to prepare for an emergency and/or specifics on bioterrorist agents. They should know that they can find information by calling HEALTH or by visiting HEALTH's website.

Direct Mail Piece

Based on these findings, PSI and HEALTH developed an informational piece for distribution to all Rhode Island households via direct mail. Evaluation of the piece was initiated one week after distribution.

METHODOLOGY

To determine the public's response to the direct mail piece, HEALTH contracted with PSI to develop a short survey for evaluation purposes. (See Appendix A) The 14-question self-administered survey in English was distributed by PSI employees to a sample of Rhode Island residents intercepted at 5 shopping mall locations statewide. The survey was also distributed to a convenience sample of 7 employees of a Newport-based engineering firm. The same survey, translated into Spanish, (See Appendix B) was distributed by HEALTH employees to a sample of Spanish-speaking Rhode Island residents intercepted at various public places in Pawtucket and Providence.

The direct mail piece was mailed out to all Rhode Island Residents between April 22nd and April 25th. Evaluations were conducted between April 25th and May 8th. Survey dates and locations were as follows:

English Surveys:

- April 25, 2003:
 - Apple Valley Mall; Smithfield, RI
 - Lincoln Mall; Lincoln, RI
- May 2, 2003:
 - Providence Place Mall; Providence, RI
 - Warwick Mall; Warwick, RI
 - Rhode Island Mall; Warwick, RI
- May 8, 2003:
 - Engineering Firm; Newport, RI

Spanish Surveys:

- April 27 – May 8
 - Church, hair salon, park, tailor shop; Providence, RI
 - McDonalds, Burger King, Department of Motor Vehicles; Pawtucket, RI

A total of 103 surveys were completed (63 in English and 40 in Spanish). The demographics of respondents were as follows:

| | English | Spanish |
|---------------------------|---------|---------|
| Sex: | | |
| Male | 25 | 10 |
| Female | 31 | 27 |
| Age: | | |
| 18-35 | 12 | 14 |
| 36-54 | 32 | 18 |
| 55+ | 11 | 5 |
| Town of Residence: | | |
| Exeter | 1 | |
| Newport | 3 | |
| Central Falls | | 2 |
| Middletown | 1 | |
| Portsmouth | 4 | |
| South Kingston | 1 | |
| Pascoag | 1 | |

| | | |
|---------------------------------------|----|----|
| Providence | 9 | 28 |
| Kingston | 1 | |
| Woonsocket | 6 | |
| Lincoln | 6 | 1 |
| North Providence | 2 | |
| Johnston | 2 | |
| Smithfield | 3 | |
| Chepachet | 1 | |
| East Providence | 1 | |
| Pawtucket | 2 | 1 |
| Cumberland | 1 | |
| Cranston | 5 | 3 |
| North Kingston | 2 | |
| West Warwick | 5 | |
| Warwick | 5 | 1 |
| Hope Valley | 1 | |
| Children Residing in Household | | |
| Yes | 20 | 28 |
| No | 32 | 9 |

*** NOTE:** The direct mail pieces were sent out via bulk mail and took between 3-10 days to arrive at people's homes. **Due to this fact, many people who were interviewed had not yet received the piece.** To account for the fact that people may not have received and/or read the piece, respondents were given time to read the piece before answering questions 3-14. This allowed us to collect information about the content of the piece regardless of whether people had received and/or read the piece before the time of the interviews.

About the Survey

The survey was designed to evaluate the following:

- Residents' recall of receiving the informational piece;
- Recall of informational piece content;
- Recall of the sender of the piece;
- Residents' actions as a result of reading the piece;
- Residents' feelings in response to reading the piece;
- Readability of the piece; and
- Usefulness of the information provided by the piece.

The survey was kept short (takes under five minutes to complete) due to the potentially limited attention span of respondents in an intercept situation. This method was selected for evaluation based on the need to ensure evaluation of the correct informational piece (respondents needed to briefly see the informational piece), and because respondents were asked to read the piece prior to responding to several questions. Given these requirements, it would not have been feasible to administer this survey over the telephone, and economic restraints prevented the mailing of a separate evaluation survey.

OVERVIEW OF FINDINGS

Although limited by small sample size, overall findings are as follows:

Residents' Recall of Receiving the Informational Piece

Because the evaluation was initiated without allowing adequate time for all residents to receive the direct mail piece, many English-speaking people who were first interviewed had not yet received the piece. This fact might contribute to the finding that **the majority of English-speaking respondents reported no recall of receiving the piece**. Of English-speaking respondents who did remember receiving the piece, the majority were 36-54 years of age, male, and had children living with them in their household.

Spanish-speaking respondents did report remembering receiving the piece in the mail. The facts that the Spanish evaluations were initiated after the English ones and were conducted in only two towns might contribute to the above finding. Respondents were primarily 18-35 years of age, female, and had children living with them in their household.

Recall of Informational Piece Content

The majority of both English-speaking and Spanish-speaking respondents who reported receiving the piece in the mail reported reading the piece. English and Spanish-speaking respondents aged 36-54 years of age were most likely to report reading the piece, as well as English-speaking respondents with children living in their households. English-speaking respondents who did not report reading the piece stated, *"I think my wife may have read it"*, or *"It's in my pile of unread mail."* Spanish-speaking respondents did not comment as to why they did not read the piece.

Recall of the Sender of the Piece

The majority of both English-speaking and Spanish-speaking respondents who reported receiving the piece in the mail could identify RI Department of Health as the sender of the piece. English-speaking respondents who correctly identified the sender of the piece were primarily 18-35 years of age, **female**, and had children living with them in their household. Spanish-speaking respondents who correctly identified the sender of the piece were primarily 18-35 years of age, **male**, and had children living with them in their households.

Residents' Actions as a Result of Reading the Piece

The majority of English-speaking respondents who reported receiving the piece in the mail reported keeping the piece, but not taking any action as a result of reading the piece. The majority of respondents who reported not taking action as a result of reading the piece stated that they intended to do so, but had only received the piece in the mail a day or two before. Of the respondents who did report taking action as a result of receiving the piece, actions taken included:

- Making sure they had adequate food, water, and medication at home;
- Creating a plan for contacting family in the event of an emergency;
- Visiting www.ready.gov;

- Calling 1-800-BE-READY; and
- Visiting www.HEALTH.ri.gov.

Of the respondent who did report keeping the piece and taking action as a result of reading the piece, the majority reported having children living with them in their household.

The majority of Spanish-speaking respondents who reported receiving the piece in the mail reported keeping the piece, and taking action as a result of reading the piece. A large percentage of Spanish-speaking respondents also reported showing or giving the piece to someone else. The majority of these respondents also reported having children living with them in their household. Respondents reported taking the following actions as a result of reading the piece:

- Making sure they had adequate food, water, and medication at home;
- Creating a plan for contacting family in the event of an emergency;
- Visiting www.ready.gov;
- Visiting www.HEALTH.ri.gov; and
- Calling the RI Department of Family Health Information line.

Residents' Feelings in Response to Reading the Piece

The majority of both English and Spanish-speaking respondents reported that reading the piece evoked feelings of **comfort, or no feeling**.

Readability of the Piece

The majority of both English and Spanish-speaking respondents reported that the **piece was easy to understand**.

Usefulness of the Information Provided by the Piece

The majority of English-speaking respondents reported that the piece did not answer their questions about bioterrorism. However, the majority of these respondents stated that the **information was already familiar to them**. One respondent stated, “[I] feel pretty well informed – already prepared with canned food and water.” Another respondent commented, “[I] have already visited the website [www.ready.gov].” Another respondent remarked that this information was familiar to him because he was in the military.

Many English-speaking respondents did report that the piece answered their questions about bioterrorism. Many of these respondents reported having children living with them in their household. One respondent stated, “[It’s] good to know that there is information available on the internet and a hotline – also good to know there is stuff you can do at home.” Another respondent commented, “[It’s] good to know what is being done in Rhode Island to prepare for a possible attack.”

The majority of Spanish-speaking respondents reported that the piece did answer their questions about bioterrorism. Many of these respondents also reported having children living with them in their household. One respondent stated, “It helped by telling me what to do if something happened.” Another respondent said they learned, “To be alert and prepared.”

DETAILED FINDINGS

Overall Findings: English

| Question Number | General Information | Number of Respondents (Total: N=63) | Percentage of Respondents |
|-----------------|---|--|---------------------------|
| | Section 1: Questions Answered Without Reading or Re-reading The Piece | | |
| 1. | Do You Remember Getting This Piece In The Mail? | | |
| | Yes | 16 | 25.4% |
| | No | 47 | 74.6% |
| 2. | Did You Read The Piece? (Of Respondents Who Remembered Receiving It) | | |
| | Yes | 10 | 62.5% |
| | No | 6 | 37.5% |
| 2a. | If No, Why? | | |
| | “Just didn’t” | | |
| | “I think my wife may have [read it]. She works for a VNA” | | |
| | “I threw it away. I throw things out like this” | | |
| | “It’s in my pile of unread mail” | | |
| | “Can’t remember” | | |
| 3. | Do You Know Who The Piece Was From? (Of Respondents Who Remembered Reading It) | | |
| | Yes | 8 | 80% |
| | No | 2 | 20% |
| 3a. | If Yes, Who? | | |
| | RI Department of Health | 5 | 62.5% |
| | Not Answered | 3 | 37.5% |
| 4. | Briefly Describe What You Remember The Piece Was About | | |
| | “Bioterrorism and Rhode Island’s alleged response to it” | | |
| | “Working to protect people’s health and how to prepare for bioterrorism events” | | |
| | “Bioterrorism protection” | | |
| | “Noticed line about having a family plan for contacts” | | |
| | “Where to get info on bioterrorism, what to do to prepare (food and water)” | | |
| | “Briefly explains steps that all should take to be prepared for bioterrorism” | | |

| | | | |
|----|--|----|--------|
| | “Prevention if there is a bioterrorism attack” | | |
| | “The intentional attack on people using hazardous materials such as anthrax, smallpox, etc.” | | |
| | “How to prepare for bioterrorism – having food and water, batteries, etc.” | | |
| 5. | What Did You Do With This Piece? (Of Respondents Who Remembered Receiving It) | | |
| | Kept It | 6 | 37.5% |
| | Posted/Hung It Somewhere | 0 | 0% |
| | Gave/Showed It To Someone Else | 0 | 0% |
| | Threw It Away | 5 | 31.25% |
| | Other: | 0 | 0% |
| | Not Answered | 5 | 31.25% |
| 6. | As A Result Of Reading The Piece, Did You Do Any Of The Following? (Of Respondents Who Remembered Receiving It) | | |
| | Made Sure You Have Adequate Food and Water At Home | 2 | 12.5% |
| | Made Sure You Have Adequate Medications At Home | 1 | 6.25% |
| | Made A Plan For Contacting Your Family In The Event Of An Emergency | 1 | 6.25% |
| | Visited www.ready.gov | 3 | 18.75% |
| | Called 1-800-BE-READY | 1 | 6.25% |
| | Visited www.HEALTH.ri.gov | 1 | 6.25% |
| | Called the RI Department of Family Health Information Line | 0 | 0 |
| | Other: Did Nothing | 4 | 25% |
| | Not Answered | 3 | 18.75% |
| | Section 2: Questions Answered After Respondents Asked To Read Or Re-read The Piece | | |
| 7. | How Did This Piece Make You Feel? | | |
| | Nervous | 7 | 11.11% |
| | Scared | 4 | 6.35% |
| | Nothing | 29 | 46.03% |
| | Comforted | 10 | 15.87% |
| | Relieved | 0 | 0% |
| | Other: Interested | 1 | 1.59% |
| | Other: Concerned | 1 | 1.59% |
| | Not Answered | 11 | 17.46% |

| | | | |
|-----|---|----|--------|
| 8. | How Would You Describe The Information In The Piece? (1 = Easy, 5 = Difficult) | | |
| | 1 | 35 | 55.5% |
| | 2 | 12 | 19.04% |
| | 3 | 3 | 4.76% |
| | 4 | 1 | 1.59% |
| | 5 | 1 | 1.59% |
| | Not Answered | 11 | 17.46% |
| 9. | Did The Piece Answer Any Questions You Had About Bioterrorism? | | |
| | Yes | 22 | 34.92% |
| | No | 30 | 47.62% |
| | Not Answered | 11 | 17.46% |
| 9a. | If Yes, What? | | |
| | “I have a brother in the military – he’s told me what to expect...I think it’s sometimes overkill in this country, but it’s a good thing to keep in mind” | | |
| | “You know, more details, food for thought” | | |
| | “To just be prepared and how” | | |
| | “Good to know that there is information available on the internet and a hotline – also good to know there is stuff you can do at home” | | |
| | “What causes [bioterrorism]” | | |
| | “What steps to take in case of an attack” | | |
| | “What the state is doing” | | |
| | “Level of preparedness” | | |
| | “Gives information on what to do in case of an attack” | | |
| | “Basic information on how to prepare” | | |
| | “Things you can at home – watch TV” | | |
| | “How to prepare” | | |
| | “Everything we should do and try to do” | | |
| | “What to do in your home” | | |
| | “What [bioterrorism] is” | | |
| | “What we can do at home” | | |
| | “Good to know” | | |
| | “What to do to prepare. Who will be treated first – e.g. vaccines” | | |
| | “How to prepare if necessary for a chemical attack” | | |
| | “What is being done in RI to prepare for a possible bioterrorism” | | |
| 9b. | If No, Why? | | |
| | “Already had visited the web site” | | |

| | | | |
|-----|---|--|--|
| | "It told me nothing. It just told me to look it up on-line which was the same thing on the pamphlet" | | |
| | "It doesn't really say anything" | | |
| | "[I] didn't have any questions, info is on the web and TV about the subject. [I] read magazine articles about the subject" | | |
| | "The piece simply instructs the population that things are being taken care of and all we have to do is sit at home and listen to the radio for instructions. That is wrong. We should know what we can do before the incident, not after. It is also ineffective to tell us to have adequate food, water, and meds at home without telling us what adequate means in terms of time or quantity." | | |
| | "Know it already" | | |
| | "[I] feel pretty well informed – already prepared with canned food and water" | | |
| | "I'm in the military" | | |
| | "Knew it already – very basic" | | |
| | "Nothing new – I watch TV" | | |
| | "Common sense" | | |
| | "[Didn't tell you] what to do in case of an attack. What about masks?" | | |
| | "Need more information" | | |
| | "I'm well informed" | | |
| | "Nothing new" | | |
| | "[I] know this from watching TV" | | |
| | "Been reading up on it" | | |
| | "I didn't have any questions" | | |
| | "Basic – already knew it" | | |
| | "If it happens, it happens. What can you do?" | | |
| | "Should explain in general more things to prepare" | | |
| | "I don't think it will happen" | | |
| | "I feel I am already informed" | | |
| | "I knew it already" | | |
| | "Same things you hear all the time" | | |
| | "Same stuff" | | |
| 10. | Do You Have Any Additional Comments or Suggestions About The Piece? | | |
| | "It's pretty simplistic" | | |
| | "[What about] vaccination" | | |
| | "Very informative" | | |

| | | | |
|------------|--|----|--------|
| | "I didn't realize the RI Department of Health was involved with this" | | |
| | "It's good. I'm glad they sent this" | | |
| | "For the general population this is good – you don't want to scare them" | | |
| | "SARS virus is more of a concern right now" | | |
| | "I think it was vague" | | |
| | "Needs more detail. This is the same stuff that is always on TV" | | |
| | "How can RI do anything about bioterrorism when they can't even handle a major fire (Warwick)?" | | |
| | "Could have been put out sooner in order to be more effective" | | |
| | "I think the piece is a poor effort that tells people not to worry rather than instruct us on the danger we are in and how we might best prepare for it" | | |
| | Section 3: General Information | | |
| 11. | Sex | | |
| | Male | 25 | 39.68% |
| | Female | 31 | 49.2% |
| | No Answer | 7 | 11.11% |
| 12. | What Town Do You Live In? | | |
| | Exeter | 1 | 1.59% |
| | Newport | 3 | 4.76% |
| | Middletown | 1 | 1.59% |
| | Portsmouth | 4 | 6.35% |
| | South Kingston | 1 | 1.59% |
| | Pascoag | 1 | 1.59% |
| | Providence | 9 | 14.29% |
| | Kingston | 1 | 1.59% |
| | Woonsocket | 6 | 9.52% |
| | Lincoln | 6 | 9.52% |
| | North Providence | 2 | 3.17% |
| | Johnston | 2 | 3.17% |
| | Smithfield | 3 | 4.76% |
| | Chepachet | 1 | 1.59% |
| | East Providence | 1 | 1.59% |
| | Pawtucket | 2 | 3.17% |
| | Cumberland | 1 | 1.59% |
| | Cranston | 5 | 7.94% |
| | North Kingston | 2 | 3.17% |
| | West Warwick | 5 | 7.94% |
| | Warwick | 5 | 7.94% |
| | Hope Valley | 1 | 1.59% |
| 13. | What Is Your Age? | | |

| | | | |
|-------------|---|----|--------|
| | 18-35 years | 12 | 19.05% |
| | 36-54 years | 32 | 50.79% |
| | 55+ years | 11 | 17.46% |
| | No Answer | 8 | 12.70% |
| 14. | Do You Have Children That Live With You In Your Household? | | |
| | Yes | 20 | 31.75% |
| | No | 32 | 50.79% |
| | No Answer | 11 | 17.46% |
| 14a. | If Yes, What Are Their Ages? | | |
| | 0-5 years | 6 | N/A |
| | 6-12 years | 7 | N/A |
| | 13-18 years | 6 | N/A |
| | 18+ years | 5 | N/A |

Overall Findings: Spanish

| Question Number | General Information | Number of Respondents (Total: N=26) * | Percentage of Respondents |
|-----------------|---|--|---------------------------|
| | Section 1: Questions Answered Without Reading or Re-reading The Piece | | |
| 1. | Do You Remember Getting This Piece In The Mail? | | |
| | Yes | 21 | 80.77% |
| | No | 5 | 19.23% |
| 2. | Did You Read The Piece? (Of Respondents Who Remembered Receiving It) | | |
| | Yes | 20 | 95.24% |
| | No | 1 | 4.76% |
| 2a. | If No, Why? | | |
| | No Answer | 1 | |
| 3. | Do You Know Who The Piece Was From? (Of Respondents Who Remembered Reading It) | | |
| | Yes | 17 | 80.95% |
| | No | 4 | 19.04% |
| 3a. | If Yes, Who? | | |
| | RI Department of Health | 15 | 83.33% |
| | "Mail" | 1 | 5.56% |
| | Not Answered | 2 | 11.11% |
| 4. | Briefly Describe What You Remember The Piece Was About | | |
| | "I was worried" | | |
| | "Be careful about bioterrorism and the efforts of the state to inform us" | | |
| | "How to be prepared for possible bioterrorism; what is bioterrorism" | | |
| | "To have food, water, and medicine" | | |
| | "It is a plan to protect the health of the citizens" | | |
| | "What is bioterrorism" | | |
| | "It was about bioterrorism" | | |
| | "It's about the health and security of RI residents in relation to a bioterrorist attack" | | |
| | "Bioterrorism" | | |
| | "What to do in the event of a bioterrorist attack and where to go" | | |
| | "It talks about the steps they will take to protect the state if a bioterrorism event occurs" | | |
| | "How to prepare for a bioterrorist attack" | | |

| | | | |
|----|--|-----------------|--------|
| | “Basic information about bioterrorism and how to be prepared for a possible event” | | |
| | “Bioterrorism and the security of the state” | | |
| | “Bioterrorism” | | |
| | “What to do in case of an emergency” | | |
| | “That the Department of Health is working to protect our health” | | |
| 5. | What Did You Do With This Piece? (Of Respondents Who Remembered Receiving It) | | |
| | Kept It | 11 | 52.38% |
| | Posted/Hung It Somewhere | 4 | 19.05% |
| | Gave/Showed It To Someone Else | 7 | 33.33% |
| | Threw It Away | 4 | 19.05% |
| | Other: | | |
| | Not Answered | | |
| 6. | As A Result Of Reading The Piece, Did You Do Any Of The Following? (Of Respondents Who Remembered Receiving It) | | |
| | Made Sure You Have Adequate Food and Water At Home | 14 | 66.67% |
| | Made Sure You Have Adequate Medications At Home | 13 | 61.90% |
| | Made A Plan For Contacting Your Family In The Event Of An Emergency | 12 | 57.14% |
| | Visited www.ready.gov | 2 | 9.52% |
| | Called 1-800-BE-READY | | |
| | Visited www.HEALTH.ri.gov | 2 | 9.52% |
| | Called the RI Department of Family Health Information Line | 1 | 4.76% |
| | Other: “I put myself in God’s Hands” | 1 | 4.76% |
| | Not Answered | | |
| | Section 2: Questions Answered After Respondents Asked To Read Or Re-read The Piece | (N=40) * | |
| 7. | How Did This Piece Make You Feel? | | |
| | Nervous | 5 | 12.5% |
| | Scared | 6 | 15% |
| | Nothing | 9 | 22.5% |
| | Comforted | 9 | 22.5% |
| | Relieved | 4 | 10% |
| | Other: Confused | 1 | 2.5% |
| | Not Answered | 6 | 15% |
| 8. | How Would You Describe The Information In The Piece? (1 = Easy, 5 = Difficult) | | |
| | 1 | 21 | 52.5% |

| | | | |
|------------|---|----|-------|
| | 2 | 6 | 15% |
| | 3 | 4 | 10% |
| | 4 | 0 | 0% |
| | 5 | 2 | 5% |
| | Not Answered | 7 | 17.5% |
| 9. | Did The Piece Answer Any Questions You Had About Bioterrorism? | | |
| | Yes | 25 | 62.5% |
| | No | 10 | 25% |
| | Not Answered | 5 | 12.5% |
| 9a. | If Yes, What? | | |
| | "That someone is looking out for our safety" | | |
| | "It helped by telling me what to do if something happened" | | |
| | "How to prepare" | | |
| | "How to be prepared" | | |
| | "That we can get help" | | |
| | "That bioterrorism is bad" | | |
| | "That bioterrorism is the intentional use of biological substances or germs to cause illness" | | |
| | "I realized that bioterrorism was worse than I imagined it was" | | |
| | "To get information on TV and radio" | | |
| | "What can I do to get prepared" | | |
| | "Listen for radio and TV" | | |
| | "How to defend oneself" | | |
| | "Have things ready" | | |
| | "It prepared me" | | |
| | "Be alert and prepared" | | |
| | "Take precautions with correspondence" | | |
| 9b. | If No, Why? | | |
| | "Because I have gotten information from other places" | | |
| | "I didn't understand it" | | |
| | "Because I am informed about what bioterrorism is" | | |
| | "Because the vocabulary is too high for the majority of the people: You should have a piece with drawings that would be more effective. What happens to people who can't read?" | | |
| | "More information than I could take in" | | |
| | "Already knew about bioterrorism" | | |
| | "I did not understand anything about this" | | |
| | "I already knew" | | |

| | | | |
|------|--|----|-------|
| | "I already knew it. I had read about it in the other pamphlets" | | |
| | "It really didn't say anything" | | |
| 10. | Do You Have Any Additional Comments or Suggestions About The Piece? | | |
| | "That they should give us more information" | | |
| | "I feel like the Department of Health responds too late to these situations. The information should have been sent before" | | |
| | "The information tells us that this could happen and that we should prepare and be vigilant of the news" | | |
| | "You should give this information out on radio and TV for people who are blind and cannot read" | | |
| | "None. But I have many doubts. I hope that God protects all of us, I only confide in Him" | | |
| | "Thanks for informing us" | | |
| | Section 3: General Information | | |
| 11. | Sex | | |
| | Male | 10 | 25% |
| | Female | 27 | 67.5% |
| | No Answer | 3 | 7.5% |
| 12. | What Town Do You Live In? | | |
| | Central Falls | 2 | 5% |
| | Providence | 28 | 70% |
| | Lincoln | 1 | 2.5% |
| | Pawtucket | 1 | 2.5% |
| | Cranston | 3 | 7.5% |
| | Warwick | 1 | 2.5% |
| | Not Answered | 4 | 10% |
| 13. | What Is Your Age? | | |
| | 18-35 years | 14 | 35% |
| | 36-54 years | 18 | 45% |
| | 55+ years | 5 | 12.5% |
| | No Answer | 3 | 7.5% |
| 14. | Do You Have Children That Live With You In Your Household? | | |
| | Yes | 28 | 70% |
| | No | 9 | 22.5% |
| | No Answer | 3 | 7.5% |
| 14a. | If Yes, What Are Their Ages? | | |
| | 0-5 years | 11 | 27.5% |
| | 6-12 years | 16 | 40% |
| | 13-18 years | 9 | 22.5% |

| | | | |
|--|-----------|---|------|
| | 18+ years | 1 | 2.5% |
|--|-----------|---|------|

* NOTE: Fourteen surveys were excluded from the analysis of questions 1–6 because respondents inappropriately filled out the survey by reading the piece prior to answering the questions. All surveys were included in analysis of questions 7-14a.

Findings Analyzed Separately By Age: English

Formative research results suggested there might be differences in the way bioterrorism information is perceived by, or remembered by audiences of different ages. Findings when analyzed separately by age are as follows:

| Question Number | | 18-35 Years (N=12) | 36-54 Years (N=32) | 55+ Years (N=11) |
|-----------------|--|-----------------------|-----------------------|---------------------|
| | Section 1: Questions Answered Without Reading or Re-reading The Piece | | | |
| 1. | Do You Remember Getting This Piece In The Mail? | | | |
| | Yes | 3 (25%) | 10 (31.25%) | 3 (27.27%) |
| | No | 9 (75%) | 22 (68.75%) | 8 (72.72%) |
| 2. | Did You Read The Piece? (Of Respondents Who Remembered Receiving It) | | | |
| | Yes | 2 (66.67%) | 7 (70%) | 1 (33.34%) |
| | No | 1 (33.33%) | 3 (30%) | 2 (66.67%) |
| 3. | Do You Know Who The Piece Was From? (Of Respondents Who Remembered Receiving It) | | | |
| | Yes | 2 (66.67%) | 5 (50%) | 1 (33.3%) |
| | No | 1 (33.33%) | 5 (50%) | 2 (66.67%) |
| 3a. | If Yes, Who? | | | |
| | RI Department of Health | 2 (100%) | 2 (40%) | 1 (100%) |
| 5. | What Did You Do With This Piece? (Of Respondents Who Remembered Receiving It) | | | |
| | Kept It | 2 (66.67%) | 3 (30%) | 1 (33.3%) |
| | Posted/Hung It Somewhere | | | |
| | Gave/Showed It To Someone Else | | | |
| | Threw It Away | 1 (33.33%) | 4 (40%) | |
| | Other: | | | |
| | Not Answered | | 3 (30%) | 2 (66.67%) |
| 6. | As A Result Of Reading The Piece, Did You Do Any Of The Following? (Of Respondents Who Remembered Receiving It) | | | |
| | Made Sure You Have Adequate Food and Water At Home | | 2 (20%) | |
| | Made Sure You Have Adequate Medications At Home | | 1 (10%) | |
| | Made A Plan For Contacting Your Family In The Event Of An Emergency | | 1 (10%) | |
| | Visited www.ready.gov | | 2 (20%) | 1 (33.3%) |

| | | | | |
|----|---|------------|-------------|------------|
| | Called 1-800-BE-READY | | | 1 (33.3%) |
| | Visited www.HEALTH.ri.gov | | | 1 (33.3%) |
| | Called the RI Department of Family Health Information Line | | | |
| | Other: Did Nothing | 3 (100%) | 1 (10%) | |
| | Not Answered | | 3 (30%) | |
| | Section 2: Questions Answered After Respondents Asked To Read Or Re-read The Piece | | | |
| 7. | How Did This Piece Make You Feel? | | | |
| | Nervous | 4 (33.33%) | 3 (9.38%) | |
| | Scared | 2 (16.67%) | | 2 (18.18%) |
| | Nothing | 4 (33.33%) | 22 (68.75%) | 3 (27.27%) |
| | Comforted | 2 (16.67%) | 5 (15.63%) | 3 (27.27%) |
| | Relieved | | | |
| | Other: Interested | | 1 (3.13%) | |
| | Other: Concerned | | 1 (3.13%) | |
| | Not Answered | | | 3 (27.27%) |
| 8. | How Would You Describe The Information In The Piece? (1 = Easy, 5 = Difficult) | | | |
| | 1 | 4 (33.33%) | 26 (81.25%) | 5 (45.45%) |
| | 2 | 6 (50%) | 4 (12.5%) | 2 (18.18%) |
| | 3 | 2 (16.67%) | 1 (3.13%) | |
| | 4 | | 1 (3.13%) | |
| | 5 | | | 1 (9.09%) |
| | Not Answered | | | 3 (27.27%) |
| 9. | Did The Piece Answer Any Questions You Had About Bioterrorism? | | | |
| | Yes | 5 (41.67%) | 13 (40.63%) | 4 (36.36%) |
| | No | 7 (58.33%) | 19 (59.34%) | 4 (36.36%) |
| | Not Answered | | | 3 (27.27%) |

Findings Analyzed Separately By Age: Spanish

| Question Number | | 18-35 Years (N=8) | 36-54 Years (N=13) | 55+ Years (N=3) |
|-----------------|--|----------------------|-----------------------|--------------------|
| | Section 1: Questions Answered Without Reading or Re-reading The Piece | | | |
| 1. | Do You Remember Getting This Piece In The Mail? | | | |
| | Yes | 8 (100%) | 11 (84.62%) | 1 (33.33%) |
| | No | | 2 (15.38%) | 2 (66.67%) |
| 2. | Did You Read The Piece? (Of Respondents Who Remembered Receiving It) | | | |
| | Yes | 7 (87.5%) | 11 (100%) | 1 (100%) |
| | No | 1 (12.5%) | | |
| 3. | Do You Know Who The Piece Was From? (Of Respondents Who Remembered Receiving It) | | | |
| | Yes | 7 (87.5%) | 8 (72.73%) | 1 (100%) |
| | No | 1 (12.5%) | 3 (27.27%) | |
| 3a. | If Yes, Who? | | | |
| | RI Department of Health | 7 (100%) | 6 (75%) | 1 (100%) |
| | “Mail” | | 1 (12.5%) | |
| 5. | What Did You Do With This Piece? (Of Respondents Who Remembered Receiving It) | | | |
| | Kept It | 2 (25%) | 7 (63.64%) | 1 (100%) |
| | Posted/Hung It Somewhere | 1 (12.5%) | 2 (18.18%) | 1 (100%) |
| | Gave/Showed It To Someone Else | 3 (37.5%) | 2 (18.18%) | 1 (100%) |
| | Threw It Away | 2 (25%) | 2 (18.18%) | |
| | Other: | | | |
| | Not Answered | | | |
| 6. | As A Result Of Reading The Piece, Did You Do Any Of The Following? (Of Respondents Who Remembered Receiving It) | | | |
| | Made Sure You Have Adequate Food and Water At Home | 7 (87.5%) | 6 (54.54%) | |
| | Made Sure You Have Adequate Medications At Home | 6 (75%) | 6 (54.54%) | |
| | Made A Plan For Contacting Your Family In The Event Of An Emergency | 5 (62.5%) | 5 (45.45%) | 1 (100%) |
| | Visited www.ready.gov | 1 (12.5%) | 1 (9.09%) | |
| | Called 1-800-BE-READY | | | |
| | Visited www.HEALTH.ri.gov | | 1 (9.09%) | |

| | | | | |
|-----------|---|----------------|----------------|---------------|
| | Called the RI Department of Family Health Information Line | 1 (12.5%) | | |
| | Other: Did Nothing | | | |
| | Other: "I put myself in God's hands" | | 1 (9.09%) | |
| | Not Answered | | | |
| | Section 2: Questions Answered After Respondents Asked To Read Or Re-read The Piece | (N=13)* | (N=18)* | (N=5)* |
| 7. | How Did This Piece Make You Feel? | | | |
| | Nervous | 4 (30.77%) | 1 (5.56%) | |
| | Scared | 1 (7.69%) | 6 (33.33%) | |
| | Nothing | 5 (38.46%) | 2 (11.11%) | 2 (40%) |
| | Comforted | 3 (23.08%) | 6 (33.3%) | |
| | Relieved | | 2 (11.11%) | 1 (20%) |
| | Other: Confused | | | |
| | Not Answered | | 1 (5.56%) | 2 (40%) |
| 8. | How Would You Describe The Information In The Piece? (1 = Easy, 5 = Difficult) | | | |
| | 1 | 9 (69.23%) | 11 (61.11%) | 1 (20%) |
| | 2 | 1 (7.69%) | 4 (22.22%) | 1 (20%) |
| | 3 | 2 (15.38%) | 1 (5.56%) | |
| | 4 | | | |
| | 5 | 1 (7.69%) | 1 (5.56%) | |
| | Not Answered | | 1 (5.56%) | 3 (60%) |
| 9. | Did The Piece Answer Any Questions You Had About Bioterrorism? | | | |
| | Yes | 9 (69.23%) | 14 (77.78%) | 2 (40%) |
| | No | 4 (30.76%) | 4 (22.22%) | 1 (20%) |
| | Not Answered | | | 2 (40%) |

* NOTE: Fourteen surveys were excluded from the analysis of questions 1–6 because respondents inappropriately filled out the survey by reading the piece prior to answering the questions. All possible surveys were included in analysis of questions 7-14a.

Findings Analyzed Separately By Sex: English

Although formative research did not suggest any differences in the way females and males perceive or remember bioterrorism information, this information was collected and responses were examined individually. Findings analyzed separately by sex are as follows:

| Question Number | | Male (N=25) | Female (N=31) |
|-----------------|--|-------------|---------------|
| | Section 1: Questions Answered Without Reading or Re-reading The Piece | | |
| 1. | Do You Remember Getting This Piece In The Mail? | | |
| | Yes | 8 (32%) | 8 (25.81%) |
| | No | 17 (53.13%) | 23 (74.19%) |
| 2. | Did You Read The Piece? (Of Respondents Who Remembered Receiving It) | | |
| | Yes | 3 (37.5%) | 6 (75%) |
| | No | 5 (62.5%) | 2 (25%) |
| 3. | Do You Know Who The Piece Was From? (Of Respondents Who Remembered Receiving It) | | |
| | Yes | 3 (37.5%) | 5 (62.5%) |
| | No | 5 (62.5%) | 3 (37.5%) |
| 3a. | If Yes, Who? | | |
| | RI Department of Health | 2 (66.67%) | 4 (80%) |
| 5. | What Did You Do With This Piece? (Of Respondents Who Remembered Receiving It) | | |
| | Kept It | 2 (25%) | 4 (50%) |
| | Posted/Hung It Somewhere | | |
| | Gave/Showed It To Someone Else | | |
| | Threw It Away | 3 (37.5%) | 2 (25%) |
| | Other: | | |
| | Not Answered | 3 (37.5%) | 2 (25%) |
| 6. | As A Result Of Reading The Piece, Did You Do Any Of The Following? (Of Respondents Who Remembered Receiving It) | | |
| | Made Sure You Have Adequate Food and Water At Home | | 2 (25%) |
| | Made Sure You Have Adequate Medications At Home | | 1 (12.5%) |

| | | | |
|-----------|---|-----------|-------------|
| | Made A Plan For Contacting Your Family In The Event Of An Emergency | | 1 (12.5%) |
| | Visited www.ready.gov | 1 (12.5%) | 2 (25%) |
| | Called 1-800-BE-READY | | 1 (12.5%) |
| | Visited www.HEALTH.ri.gov | 1 (12.5%) | |
| | Called the RI Department of Family Health Information Line | | |
| | Other: Did Nothing | 3 (37.5%) | 1 (12.5%) |
| | Not Answered | 3 (37.5%) | |
| | Section 2: Questions Answered After Respondents Asked To Read Or Re-read The Piece | | |
| 7. | How Did This Piece Make You Feel? | | |
| | Nervous | 3 (12%) | 4 (12.9%) |
| | Scared | 1 (4%) | 3 (9.68%) |
| | Nothing | 14 (56%) | 15 (48.34%) |
| | Comforted | 3 (12%) | 7 (22.58%) |
| | Relieved | | |
| | Other: Interested | | 1 (3.23%) |
| | Other: Concerned | 1 (4%) | |
| | Not Answered | 3 (12%) | 1 (3.23%) |
| 8. | How Would You Describe The Information In The Piece? (1 = Easy, 5 = Difficult) | | |
| | 1 | 18 (72%) | 17 (54.84%) |
| | 2 | 2 (8%) | 10 (32.26%) |
| | 3 | 1 (4%) | 2 (6.45%) |
| | 4 | | 1 (3.23%) |
| | 5 | 1 (4%) | |
| | Not Answered | 3 (12%) | 1 (3.23%) |
| 9. | Did The Piece Answer Any Questions You Had About Bioterrorism? | | |
| | Yes | 9 (36%) | 13 (41.94%) |
| | No | 13 (52%) | 17 (54.83%) |
| | Not Answered | 3 (12%) | 1 (3.23%) |

Findings Analyzed Separately By Sex: Spanish

| Question Number | | Male (N=6) | Female (N=18) |
|-----------------|--|------------|---------------|
| | Section 1: Questions Answered Without Reading or Re-reading The Piece | | |
| 1. | Do You Remember Getting This Piece In The Mail? | | |
| | Yes | 3 (50%) | 17 (94.44%) |
| | No | 3 (50%) | 1 (5.56%) |
| 2. | Did You Read The Piece? (Of Respondents Who Remembered Receiving It) | | |
| | Yes | 3 (100%) | 16 (94.12%) |
| | No | | 1 (5.88%) |
| 3. | Do You Know Who The Piece Was From? (Of Respondents Who Remembered Receiving It) | | |
| | Yes | 3 (100%) | 14 (82.35%) |
| | No | | 3 (17.65%) |
| 3a. | If Yes, Who? | | |
| | RI Department of Health | 3 (100%) | 11 (78.57%) |
| | “Mail” | | 1 (7.14%) |
| | No Answer | | 2 (14.29%) |
| 5. | What Did You Do With This Piece? (Of Respondents Who Remembered Receiving It) | | |
| | Kept It | 2 (33.33%) | 8 (47.06%) |
| | Posted/Hung It Somewhere | 1 (16.67%) | 3 (17.65%) |
| | Gave/Showed It To Someone Else | 2 (33.33%) | 4 (23.53%) |
| | Threw It Away | | 4 (23.53%) |
| | Other: | | |
| | Not Answered | | |
| 6. | As A Result Of Reading The Piece, Did You Do Any Of The Following? (Of Respondents Who Remembered Receiving It) | | |
| | Made Sure You Have Adequate Food and Water At Home | 2 (33.33%) | 11 (64.71%) |
| | Made Sure You Have Adequate Medications At Home | 2 (33.33%) | 10 (58.82%) |
| | Made A Plan For Contacting Your Family In The Event Of An Emergency | 2 (33.33%) | 9 (52.94%) |

| | | | |
|----|---|----------------|----------------|
| | Visited www.ready.gov | | 2 (11.76%) |
| | Called 1-800-BE-READY | | |
| | Visited www.HEALTH.ri.gov | | 1 (5.88%) |
| | Called the RI Department of Family Health Information Line | 1 (16.67%) | |
| | Other: "I put myself in God's hands" | | 1 (5.88%) |
| | Not Answered | | |
| | Section 2: Questions Answered After Respondents Asked To Read Or Re-read The Piece | (N=11)* | (N=26)* |
| 7. | How Did This Piece Make You Feel? | | |
| | Nervous | 2 (18.18%) | 2 (7.69%) |
| | Scared | 1 (9.09%) | 6 (23.08%) |
| | Nothing | 1 (9.09%) | 8 (30.77%) |
| | Comforted | 3 (27.27%) | 6 (23.08%) |
| | Relieved | 2 (18.18%) | 2 (7.69%) |
| | Other: Confused | | 1 (3.85%) |
| | Not Answered | 2 (18.18%) | 1 (3.85%) |
| 8. | How Would You Describe The Information In The Piece? (1 = Easy, 5 = Difficult) | | |
| | 1 | 7 (63.64%) | 14 (53.85%) |
| | 2 | 3 (27.27%) | 3 (11.54%) |
| | 3 | | 4 (15.38%) |
| | 4 | | |
| | 5 | | 2 (7.69%) |
| | Not Answered | 1 (9.09%) | 2 (7.69%) |
| 9. | Did The Piece Answer Any Questions You Had About Bioterrorism? | | |
| | Yes | 9 (81.82%) | 16 (61.54%) |
| | No | | 9 (34.62%) |
| | Not Answered | 2 (18.18%) | 1 (3.85%) |

* NOTE: Fourteen surveys were excluded from the analysis of questions 1–6 because respondents inappropriately filled out the survey by reading the piece prior to answering the questions. All possible surveys were included in analysis of questions 7-14a.

Findings Analyzed Separately By Children Living In The Household: English

Formative research results also suggested there might be differences in the way bioterrorism information is perceived by, or remembered by people who have children living with them in their household. It is thought that people who have children living with them at home may be more inclined to read bioterrorism information and take precautions to prepare for an event. Due to limitations in sample size, respondents with children are analyzed as one group, not by the age range of the child. Findings analyzed separately by children living in the household are as follows:

| Question Number | | No Children (N=32) | Have Children (N=20) |
|-----------------|--|--------------------|----------------------|
| | Section 1: Questions Answered Without Reading or Re-reading The Piece | | |
| 1. | Do You Remember Getting This Piece In The Mail? | | |
| | Yes | 10 (31.25%) | 7 (35%) |
| | No | 22 (68.75%) | 13 (65%) |
| 2. | Did You Read The Piece? (Of Respondents Who Remembered Receiving It) | | |
| | Yes | 4 (40%) | 5 (71.43%) |
| | No | 6 (60%) | 2 (28.57%) |
| 3. | Do You Know Who The Piece Was From? (Of Respondents Who Remembered Receiving It) | | |
| | Yes | 4 (40%) | 5 (71.43%) |
| | No | 6 (60%) | 2 (28.5%) |
| 3a. | If Yes, Who? | | |
| | RI Department of Health | 2 (50%) | 4 (80%) |
| 5. | What Did You Do With This Piece? (Of Respondents Who Remembered Receiving It) | | |
| | Kept It | 3 (30%) | 3 (42.86%) |
| | Posted/Hung It Somewhere | | |
| | Gave/Showed It To Someone Else | | |
| | Threw It Away | 4 (40%) | 2 (28.57%) |
| | Other: | | |
| | Not Answered | 3 (30%) | 2 (28.57%) |
| 6. | As A Result Of Reading The Piece, Did You Do Any Of The Following? (Of Respondents Who Remembered Receiving It) | | |
| | Made Sure You Have Adequate Food and Water At Home | 1 (10%) | 1 (14.29%) |
| | Made Sure You Have Adequate Medications At Home | | 1 (14.29%) |
| | Made A Plan For Contacting Your Family In The Event Of An Emergency | | 1 (14.29%) |
| | Visited www.ready.gov | 2 (20%) | 1 (14.29%) |
| | Called 1-800-BE-READY | | |
| | Visited www.HEALTH.ri.gov | 1 (10%) | |
| | Called the RI Department of Family Health Information Line | 1 (10%) | |

| | | | |
|----|---|-------------|------------|
| | Other: Did Nothing | 1 (10%) | 3 (42.86%) |
| | Not Answered | 4 (40%) | |
| | Section 2: Questions Answered After Respondents Asked To Read Or Re-read The Piece | | |
| 7. | How Did This Piece Make You Feel? | | |
| | Nervous | 6 (18.75%) | 1 (5%) |
| | Scared | 1 (3.13%) | 3 (15%) |
| | Nothing | 18 (56.25%) | 11 (55%) |
| | Comforted | 5 (15.63%) | 5 (25%) |
| | Relieved | | |
| | Other: Interested | 1 (3.13%) | |
| | Other: Concerned | 1 (3.13%) | |
| 8. | How Would You Describe The Information In The Piece? (1 = Easy, 5 = Difficult) | | |
| | 1 | 24 (75%) | 11 (55%) |
| | 2 | 5 (15.63%) | 7 (35%) |
| | 3 | 1 (3.13%) | 2 (10%) |
| | 4 | 1 (3.13%) | |
| | 5 | 1 (3.13%) | |
| 9. | Did The Piece Answer Any Questions You Had About Bioterrorism? | | |
| | Yes | 13 (40.63%) | 9 (45%) |
| | No | 19 (59.37%) | 11 (55%) |

Findings Analyzed Separately By Children Living In The Household: Spanish

| Question Number | | No Children (N=5) | Have Children (N=19) |
|-----------------|--|-------------------|----------------------|
| | Section 1: Questions Answered Without Reading or Re-reading The Piece | | |
| 1. | Do You Remember Getting This Piece In The Mail? | | |
| | Yes | 3 (60%) | 17 (89.47%) |
| | No | 2 (40%) | 2 (10.53%) |
| 2. | Did You Read The Piece? (Of Respondents Who Remembered Receiving It) | | |
| | Yes | 3 (100%) | 16 (94.12%) |
| | No | | 1 (5.88%) |
| 3. | Do You Know Who The Piece Was From? (Of Respondents Who Remembered Receiving It) | | |
| | Yes | 3 (100%) | 14 (82.35%) |
| | No | | 3 (17.65%) |
| 3a. | If Yes, Who? | | |
| | RI Department of Health | 2 (66.67%) | 12 (85.71%) |
| | “mail” | 1 (33.33%) | |
| | No Answer | | 2 (14.29%) |
| 5. | What Did You Do With This Piece? (Of Respondents Who Remembered Receiving It) | | |
| | Kept It | 2 (66.67%) | 8 (47.06%) |
| | Posted/Hung It Somewhere | 1 (33.33%) | 3 (17.65%) |
| | Gave/Showed It To Someone Else | 2 (66.67%) | 4 (23.53%) |
| | Threw It Away | | 4 (23.53%) |
| | Other: | | |
| | Not Answered | | |
| 6. | As A Result Of Reading The Piece, Did You Do Any Of The Following? (Of Respondents Who Remembered Receiving It) | | |
| | Made Sure You Have Adequate Food and Water At Home | 2 (66.67%) | 11 (64.71%) |
| | Made Sure You Have Adequate Medications At Home | 1 (33.33%) | 11 (64.71%) |
| | Made A Plan For Contacting Your Family In The Event Of An Emergency | 2 (66.67%) | 9 (52.94%) |
| | Visited www.ready.gov | | 2 (11.76%) |
| | Called 1-800-BE-READY | | |
| | Visited www.HEALTH.ri.gov | | 1 (5.88%) |
| | Called the RI Department of Family Health Information Line | 1 (33.33%) | |
| | Other: “I put myself in God’s hands” | 1 (33.33%) | |
| | Not Answered | | |
| | Section 2: Questions Answered After Respondents Asked To Read Or Re-read The Piece | (N=9)* | (N=28)* |

| | | | |
|----|---|------------|-------------|
| 7. | How Did This Piece Make You Feel? | | |
| | Nervous | 2 (22.22%) | 3 (10.71%) |
| | Scared | | 7 (25%) |
| | Nothing | 1 (11.11%) | 8 (28.57%) |
| | Comforted | 3 (33.33%) | 6 (21.43%) |
| | Relieved | 1 (11.11%) | 3 (10.71%) |
| | Other: Confused | | 1 (3.57%) |
| | No Answer | 2 (22.22%) | |
| 8. | How Would You Describe The Information In The Piece? (1 = Easy, 5 = Difficult) | | |
| | 1 | 5 (55.56%) | 16 (57.14%) |
| | 2 | 1 (11.11%) | 5 (17.86%) |
| | 3 | 1 (11.11%) | 3 (10.71%) |
| | 4 | | |
| | 5 | | 2 (7.14%) |
| | No Answer | 2 (22.22%) | 2 (7.14%) |
| 9. | Did The Piece Answer Any Questions You Had About Bioterrorism? | | |
| | Yes | 5 (55.56%) | 20 (71.43%) |
| | No | 2 (22.22%) | 8 (28.57%) |
| | No Answer | 2 (22.22%) | |

APPENDIX A

Direct Mail Piece Evaluation Questionnaire

The State would like you to answer a few questions about an informational piece you may have received in the mail recently. The questionnaire will take approximately 5 minutes.

Take a quick look at the piece.

1. Do you remember getting this piece in the mail? (Check one) ☐ Yes ☐ No

2. Did you read the piece? (Check one) ☐ Yes ☐ No

2a. If No, Why? _____

3. Do you know who the piece was from? (Check one) ☐ Yes ☐ No

3a. If Yes, Who? _____

4. Briefly describe what you remember the piece was about.

5. What did you do with this piece? (Check all that apply)

- ☐ Kept it
- ☐ Posted/hung it somewhere
- ☐ Gave/showed it to someone else
- ☐ Threw it away
- ☐ Other: (Please describe) _____
- ☐ Not applicable (This is the first time I've seen/read the piece)

6. As a result of reading the piece, did you do any of the following? (Check all that apply)

- ☐ Made sure you have adequate food and water at home
- ☐ Made sure you have adequate medications at home
- ☐ Made a plan for contacting your family in the event of an emergency
- ☐ Visited www.ready.gov
- ☐ Called 1-800-BE-READY
- ☐ Visited the RI Department of Health website at www.HEALTH.ri.gov
- ☐ Called the RI Department of Health Family Health Information Line
- ☐ Other: (Please describe) _____
- ☐ Not applicable (This is the first time I've seen/read the piece)

Take a minute to read over the piece.

After reading this,

7. How did this piece make you feel? (Circle the word that best describes your feelings)

Nervous Scared Nothing Comforted Relieved Other_____

8. How would you describe the information in the piece? (Circle the number that best applies)

1.....2.....3.....4.....5
Easy to Difficult to
Understand Understand

9. Did the piece answer any questions you had about bioterrorism? (Check One)

☐ Yes ☐ No

9a. If Yes, what? _____

9b. If No, why? _____

10. Do you have any additional comments or suggestions about the piece?

General Information

11. Sex: ☐ Male ☐ Female

12. What town do you live in? _____

13. What is your age? (Check the age range that best applies)

☐ 18-35 years ☐ 36-54 years ☐ 55+ years

14. Do you have children that live with you in your household? (Check One)

☐ Yes ☐ No

14a. If Yes, what are their ages? (Check ALL age ranges that apply)

☐ 0-5 years ☐ 6-12 years ☐ 13-18 years ☐ 18+ years

Thank You.

Policy Studies Inc.

APPENDIX B

Cuestionario de Evaluación por Correo Directo

Al estado le gustaría que usted conteste unas cuantas preguntas sobre una información que probablemente recibió recientemente. Contestar el cuestionario le tomará aproximadamente 5 minutos.

Dele una mirada rápida a esto . . .

1. ¿ Recuerda haber recibido esto por correo? (Marque una) ☐ Si ☐ No

2. ¿Lo leyó? (Marque una) ☐ Si ☐ No

2a. Si su respuesta es no, ¿por qué? _____

3. ¿Sabía quién le mando esto? (Marque una) ☐ Si ☐ No

3a. Si, su respuesta es sí, ¿de quién? _____

4. Rápidamente describa lo que usted recuerda acerca de esta información.

5. ¿Qué hizo con esto? (Marque todas las que correspondan)

- ☐ Lo guardo
- ☐ lo pego en algún lugar
- ☐ Se lo dio o enseñó a alguien
- ☐ lo tiró o botó
- ☐ Otro: (Por favor descríbalos) _____
- ☐ No es aplicable (Esta es la primera vez que veo o leo esto)

6. Después de leer esto, ¿hizo alguna de las siguientes cosas?
(Marque todas las que correspondan)

- ☐ Se aseguró de tener agua y alimentos adecuados en su casa
- ☐ Se aseguró de tener medicinas adecuadas en su casa
- ☐ Hizo planes para contactar a su familia en caso de una emergencia
- ☐ Visitó www.ready.gov
- ☐ Llamó al 1-800-BE-READY
- ☐ Visitó la página del Departamento de Salud de RI [www. HEALTH.ri.gov](http://www.HEALTH.ri.gov)
- ☐ Llamó a la Línea de Información de Salud Familiar
- ☐ Otro: (Por favor descríbalos) _____
- ☐ No es aplicable (Esta es la primera vez que veo o leo esto)

Tome un minuto para leer esto

Después de leer esto,

7. ¿Cómo se sintió acerca de esto? (Marque la palabra que mejor describe su sentir)

Nerviosa/o Asustada/o No sintió Nada Confortable Alivio
Otro _____

8. ¿Cómo describiría esta información? (Marque el número que mejor corresponda)

1.....2.....3.....4.....5
Fácil de entender Difícil de entender

9. ¿La información le ayudó a contestar algunas de las preguntas que tenía acerca del bioterrorismo?
(Marque una)

☐ Si ☐ No

9a. Si su respuesta es si, ¿Qué fue lo que contestó?

9b. Si su respuesta es no, ¿por qué no? _____

10. ¿Tiene usted comentarios adicionales o sugerencias acerca de esta información?

Información General

11. Sexo: ☐ Masculino ☐ Femenino

12. ¿En qué ciudad o pueblo vive usted? _____

14. ¿Qué edad tiene? (Marque la que mejor corresponda)

☐ 18-35 años ☐ 36-54 años ☐ 55+ años

14. ¿Tiene usted niños que vivan con usted? (Marque una)

☐ Si ☐ No

14a. Si su respuesta es si, ¿Cuáles son sus edades?
(Marque las que mejor correspondan)

☐ 0-5 años ☐ 6-12 años ☐ 13-18 años ☐ 18+ años

Gracias.